

## University of Dundee

### Communication and Engagement Jargon

Doran, Heather

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# Communication and Engagement Jargon

## Science Communication

“SCIENCE COMMUNICATION (SciCom) may be defined as the use of appropriate skills, media, activities, and dialogue to produce one or more of the following personal responses to science (the vowel analogy):

**A**wareness, including familiarity with new aspects of science

**E**njoyment or other affective responses, e.g. appreciating science as entertainment or art

**I**nterest, as evidenced by voluntary involvement with science or its communication

**O**pinions, the forming, reforming, or confirming of science-related attitudes

**U**nderstanding of science, its content, processes, and social factors Science communication may involve science practitioners, mediators, and other members of the general public, either peer-to-peer or between groups.”

Burns, T. W., O'Connor, D. J., & Stockmayer, S. M. (2003). Science communication: A contemporary definition. *Public Understanding of Science*, 12, 183–202.

## Public Engagement

“Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.”

National Co-ordinating Centre for Public Engagement (2018, Oct 16). *What is Public Engagement?* Retrieved from <http://www.publicengagement.ac.uk/about-engagement/what-public-engagement>

## Knowledge Exchange

“any activity that involves engagement with businesses, public and third sector services, the community and the wider public, which involves the sharing of best practice, and which can be monitored for funding purposes.”

Illingworth S, Redfern J, Millington S and Gray S. What's in a Name? Exploring the Nomenclature of Science Communication in the UK [version 2; referees: 3 approved, 1 approved with reservations]. *F1000Research* 2015, 4:409 (doi: [10.12688/f1000research.6858.2](https://doi.org/10.12688/f1000research.6858.2))

## Citizen Science

“Citizen science typically refers to research collaborations between scientists and volunteers, particularly (but not exclusively) to expand opportunities for scientific data collection and to provide access to scientific information for community members. As a working definition, we offer the following: **projects in which volunteers partner with scientists to answer real-world questions.**”

Cornell Lab of Ornithology (2018, Oct 16). *Citizen Science*. Retrieved from <http://www.birds.cornell.edu/citscitoolkit/about/definition>

## Outreach

“a one-way discourse, in which scientists communicate their research to the general public, with particular focus on school children and young people.”

Illingworth S, Redfern J, Millington S and Gray S. What's in a Name? Exploring the Nomenclature of Science Communication in the UK [version 2; referees: 3 approved, 1 approved with reservations]. *F1000Research* 2015, 4:409 (doi: [10.12688/f1000research.6858.2](https://doi.org/10.12688/f1000research.6858.2))

## Responsible Research and Innovation

“An approach where societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society.”

NUCLEUS Project (2018, Oct 16). *Responsible research & innovation*. Retrieved from <http://www.nucleus-project.eu/rri/>

